



## The Center City - West Greenville Revitalization Plan

Redevelopment Commission  
City of Greenville - North Carolina

### I. TRAFFIC PATTERNS & PARKING

Access to downtown Greenville, shown on Map 1.1, is by means of Pitt Street from the north, Tenth Street from the east, Charles Boulevard and Evans Street from the south, Dickinson Avenue from the southwest, Farmville Boulevard, and Martin Luther King, Jr. Drive from the west. However, the center city access from Wilson and Raleigh, North Carolina on Farmville Boulevard (US 264) is so confusing that first time visitors find it difficult to find the center city. In fact, many leaders at East Carolina University have commented that important visitors or potential employees have gotten lost trying to find the center city and the University. As a result of the poor access to the downtown on Farmville Boulevard, some local traffic uses Martin Luther King, Jr. Drive as a major thoroughfare to the center city from the west. This traffic puts a number of transient vehicles on this collector street for the West Greenville neighborhoods and destroys the continuity of the residential uses in this area.

In addition, access from the south on Charles Boulevard brings visitors to the center city into one-way south bound Cotanche Street at the intersection with Reade Circle. This circulation pattern forces all automobiles to turn either left or right on Reade Circle and does not allow direct access to the retail on Evans Street.

Since these major roads serve as gateways to the downtown, it is important that they enter directly to the core of the downtown development and be of appropriate

character to enhance the image of downtown development. Presently, Farmville Boulevard and Charles Boulevard do not provide direct access to the downtown, and pass through areas of poor image.

The best access to the center city from the west will be provided by the proposed Tenth Street Connector. It will give visitors to the community a straight route to the center city, East Carolina University, and all points east of downtown Greenville. However, this new route will require an increase in rights of way widths for Farmville Boulevard and a portion of Tenth Street. See Map 1.2

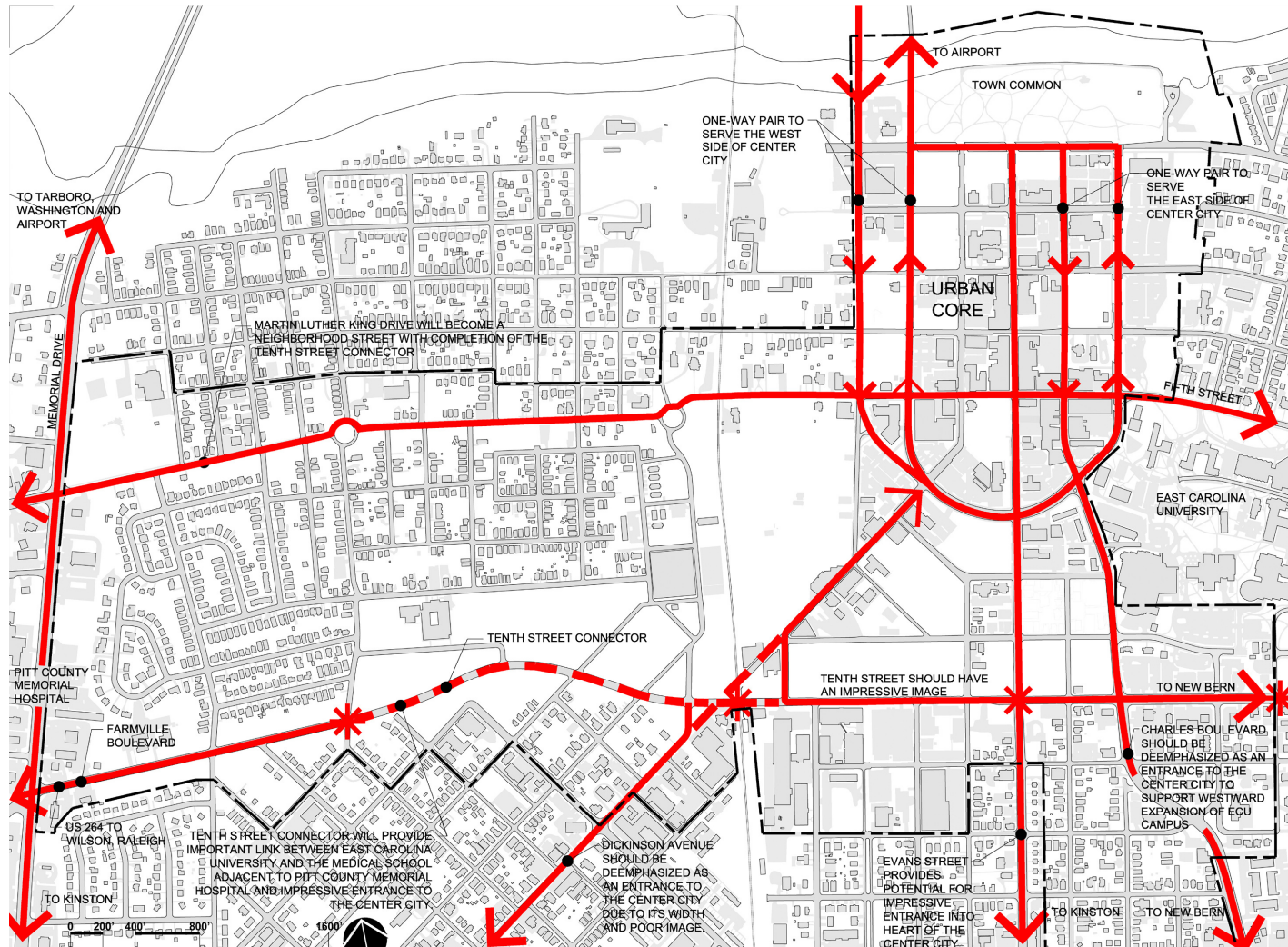
The best access to the center city from the south is on Evans Street. It provides a direct route to the retail / entertainment uses in the downtown core and presents the opportunity for an excellent image. Its right of way is currently wide enough for provision of streetscape improvements and on-street parking in the blocks immediately north of Tenth Street.

Dickinson Avenue has served as a direct route to the downtown core from the southwest. However, with the construction of the Tenth Street Connector and an underpass at the Seaboard Coast Line Railroad, that route will become the primary access to the center city. Dickinson should, therefore, be de-emphasized as an access to the center city based upon its very narrow right-of-way and the blighted image of the current development along its route south of Tenth Street.



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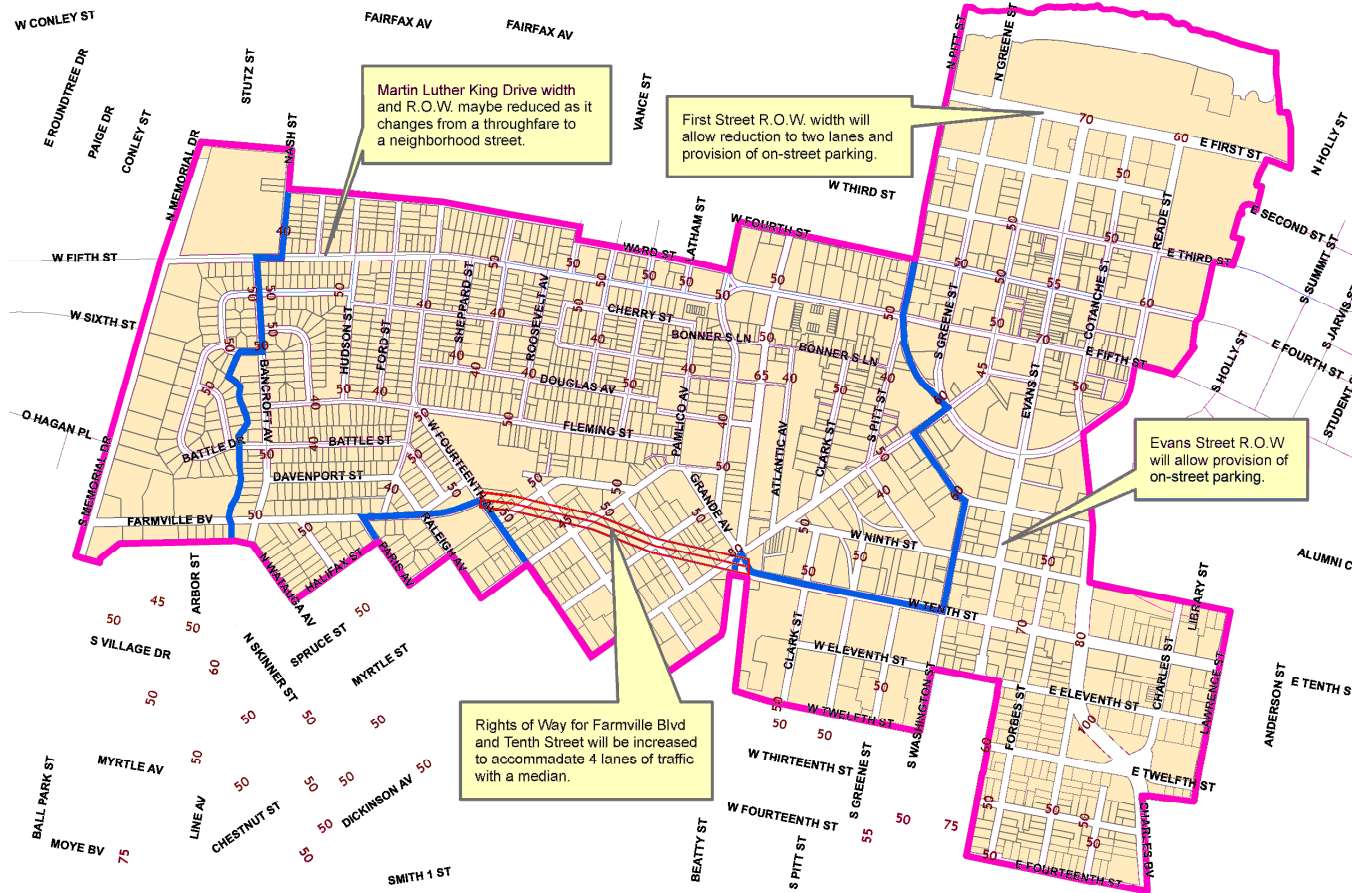


Map 1.1 Traffic Patterns and Parking



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The downtown core of the center city is defined by the area south of the Tar River, west of Reade Street, north of Reade Circle, and east of Pitt Street. Access to the major retail in the downtown core is by means of Evans Street which is one-way north bound with angle parking on one side of the street north of Fifth Street.

This downtown core is served by a one-way pair of streets, Reade and Cotanche Streets, from the east side, and by another one-way pair of streets, Greene and Pitt Streets from the west side.

A recent parking study, updated by the City of Greenville in August 2004, confirms that a surplus of parking is available in the downtown core of the center city. In fact, almost 50% of the available parking supply in this area is unused during the typical peak parking period.

The greatest current parking needs were identified in the areas surrounding the block bounded by Third, Evans, Fourth, and Washington Streets, and the block bounded by Third, Cotanche, Fourth, and Evans Streets.

Future demands for parking include the County and Federal Courthouses, the Self-Help Office Building and the hotel / alumni center complex proposed for the downtown.

## II. LAND USE PATTERNS

The center city of Greenville was, historically, the hub of

commercial activity but, as with most small and medium sized towns, the advent of the automobile, low density residential development, and the trend toward consolidated "big box" shopping, has dispersed development away from the downtown core. However, despite the decline of the center city, downtown Greenville has the potential for development as the entertainment / cultural center of the community.

East Carolina University, the largest land owner in the downtown, forms the eastern edge of the downtown core. The University projects a 25% enrollment increase over the next 7 years. This growth will require an expansion of the classroom, office, residential, and support space needs of the campus. However, the University is land locked to the north along Fifth Street with the established residential neighborhood, to the east at the property west of Maple Street with an established neighborhood, and to the south with the edge created along Tenth Street. Therefore, its only expansion options are to the west over Cotanche Street toward the center city, to the north on its property along the east side of Reade Street, and onto its newly acquired property south of Tenth Street between Washington Street and the Seaboard Coast Line Railroad.

The downtown core also contains a number of governmental buildings including the City Hall, the headquarters for Greenville Utilities Commission, the recently renovated and expanded Pitt County Courthouse,

space or non-compatible uses from the downtown.



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and the Federal Courthouse.

The downtown core also contains a number of cultural and institutional facilities such as the Museum of Art, the County Library, and the Emerge Gallery, which are physically isolated from one another and need other similar facilities co-located to create a critical mass in the downtown.

The area bounded by Dickinson Avenue, Reade Circle, Evans Street, and Tenth Street has a number of industrial, and automotive-related uses which would be better located in the fringe areas of the center city. The UNX industrial facility in this area is a particularly incompatible use in the downtown that discourages other appropriate investments in the center city. The Tenth Street corridor in this area is also particularly unattractive.

The downtown core has the beginnings of an interesting and varied cultural district with several very successful businesses such as the Starlight Café. However, the core needs a number of added quality restaurants to provide critical mass to the area and diversity to the patrons of the downtown core. The existing bars detract considerably from the image and security of the area. The quality of these establishments must be raised to attract a more diverse clientele to the downtown core.

Residential neighborhoods are located to the east and west of the downtown core but are separated by open

The Town Common remains a remarkable, if underdeveloped, asset for the downtown core. It needs to have additional activities added and improvements made on its property to be considered an attraction to the downtown core. It also needs a clear definition of its edges to provide a more secure environment for its users.

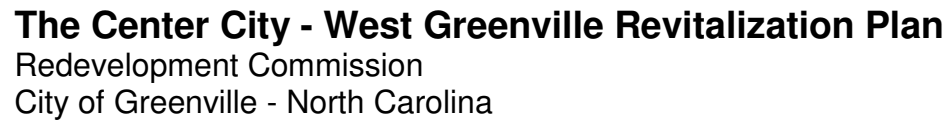
In West Greenville, the failure of the commercial uses on Martin Luther King, Jr. Drive corridor clearly indicate that there is not sufficient traffic or clientele to support them in their current locations. The extremely poor image of these businesses provides a poor benchmark for future development and discourages home ownership and investment from an area that sorely lacks both.

The Dickinson Avenue corridor has a number of historic structures and a pedestrian scale street that is clearly conducive to a specialty retail or arts district. It is evident that the discussion of the proposed downtown redevelopment has begun property speculation in this area and development of an antique retail business in a particularly attractive building in this corridor.

The existing land use of the area is shown on Map 1.3.

### III. ZONING

Current zoning in this area allows a number of incompatible uses in the center city which must be



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Center City/ West Greenville  
Revitalization Plan  
***Existing Land Use***





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changed to protect the future land use plan during redevelopment.

1. The OR uses in the northern part of the downtown core and along Evans Street are not conducive to the type of development recommended for downtown areas. This zoning allows for a number of suburban treatments which are not compatible with zero lot line development appropriate for the center city.
2. The IU zoning should be changed to eliminate future incompatible industrial uses in the center city.
3. The CDF zoning is not compatible with the proposed zero lot line development recommended for the center city, as noted above.
4. The CDF zoning along Martin Luther King, Jr. Drive should be changed to eliminate the non-residential uses in this residential neighborhood.
5. The R-6 zoning throughout the West Greenville neighborhoods needs to be reviewed to encourage development of single family residences and home ownership through the area.

The existing zoning is shown on Map 1.4.

### IV. CRIME RATES

Two high crime areas exist within the Redevelopment

Plan as indicated on Map 1.5. One priority for projects associated with the Plan will be to address the causes of crime in the respective areas of the downtown core.

The crime in some of the West Greenville neighborhoods can be attributed to a lack of home ownership, dilapidated conditions, and lack of activity in certain areas. The crime in the center city can be attributed to the concentration of bars and lack of other activities.

### V. UTILITIES

The current utility systems present no current limitation to the proposed redevelopment of the center city or the West Greenville neighborhoods. Based upon a series of meetings between the planning team and representatives of the Greenville Utilities Commission, the following existing utility conditions were confirmed.

1. All electrical feeders in the downtown core have been placed underground.
2. All electrical feeders along the Martin Luther King, Jr. Drive and Tenth Street corridors are aerial feeds.
3. A 115 KV aerial feeder on 100' tall concrete poles running parallel with the Seaboard Coast Line Railroad provides electrical service to the West Greenville neighborhoods south of Martin Luther King, Jr. Drive.

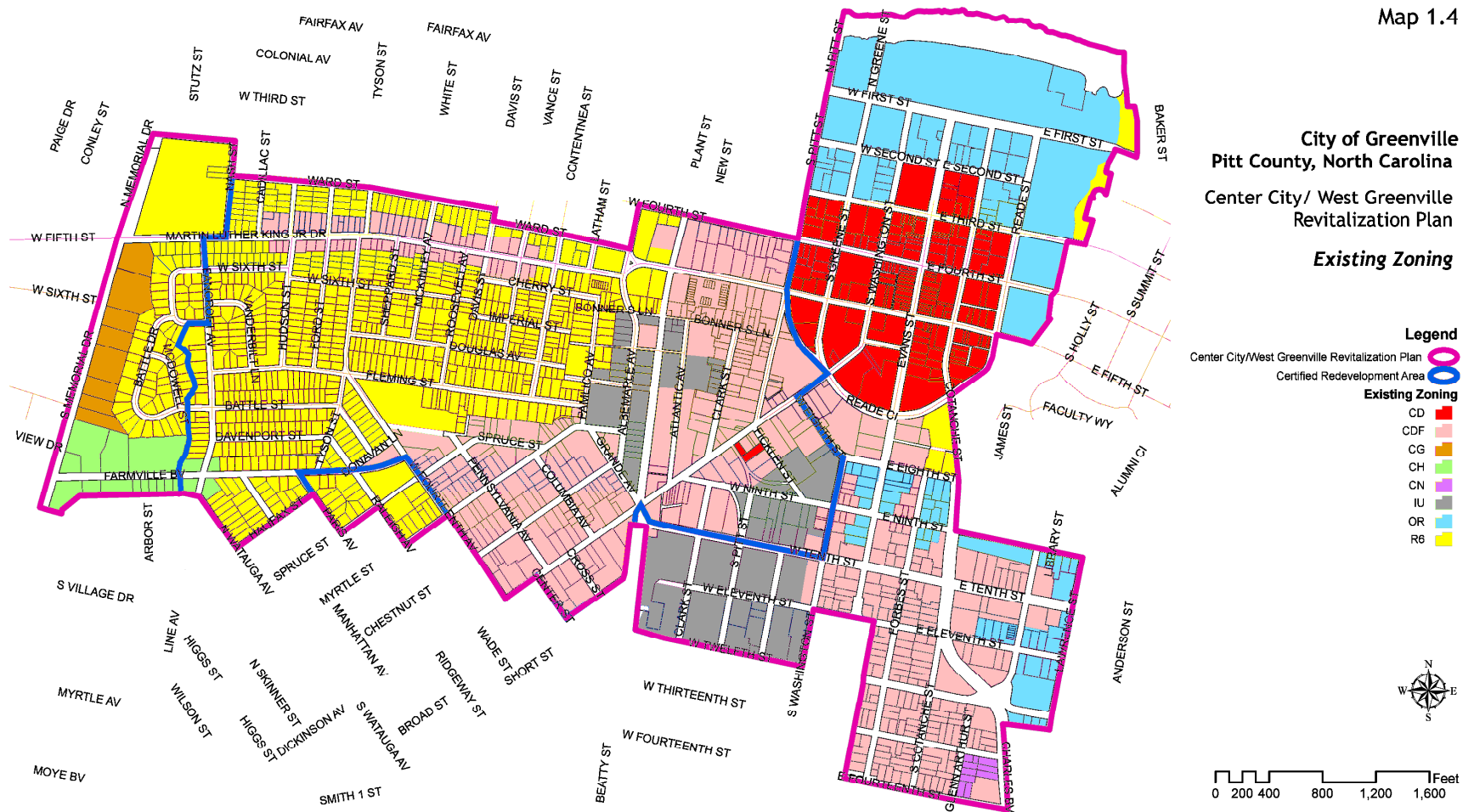


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Map 1.4

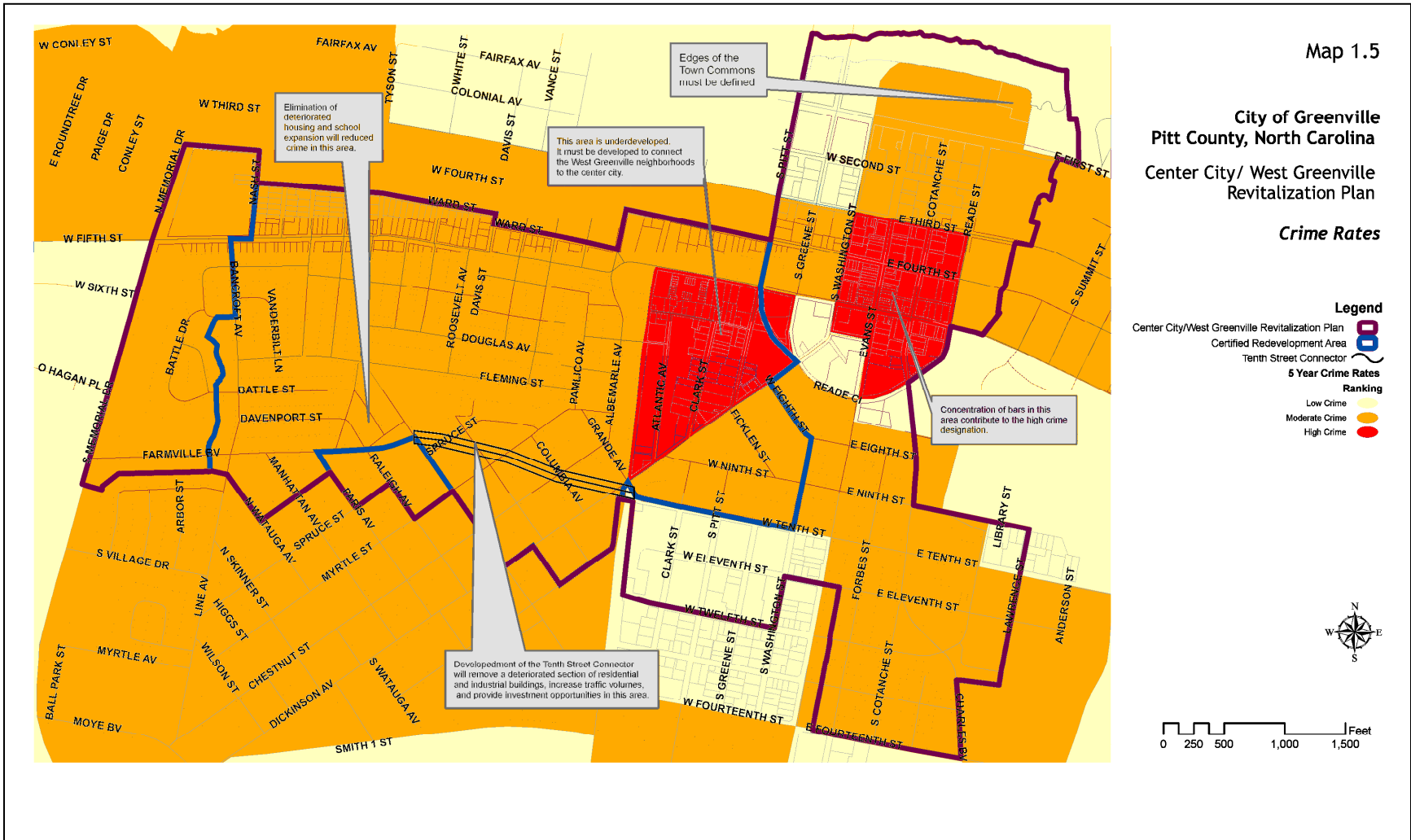
City of Greenville  
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Revitalization Plan  
**Existing Zoning**





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4. Historic lamp posts are used in the downtown core in the area bounded by Second, Cotanche, Fifth, and Washington Streets. The lamp posts in the downtown core outside of this area consist of aluminum standards with cobra head standard lighting fixtures.
5. Sanitary sewer, water, and natural gas lines have more than adequate capacity for the projects associated with the Redevelopment Plan.

The location of the significant existing utility lines is indicated on Map 1.6.

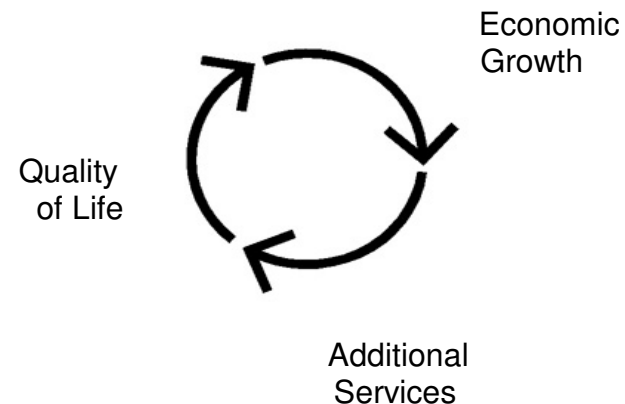
### VI. PUBLIC MEETING FEEDBACK

In a public meeting attended by approximately 75 citizens, leadership interviews, and a meeting with the Redevelopment Commission, the planning team received feedback regarding a Mission Statement for the Redevelopment Plan and completed an analysis of the strengths, weaknesses, opportunities, and threats to the community. In addition, the planning team developed a series of planning priorities for the following focus areas: Neighborhoods, Urban Core, University, and Hospital. The below summary outline of this public feedback formed the basis for the design of the Revitalization Plan.

### MISSION STATEMENT:

*To assure that Greenville, North Carolina is a better place to live, raise a family, and do business, while improving the safety, security, image, and economic vitality of the urban core and the neighborhoods of West Greenville.*

### "THE CONCEPT"



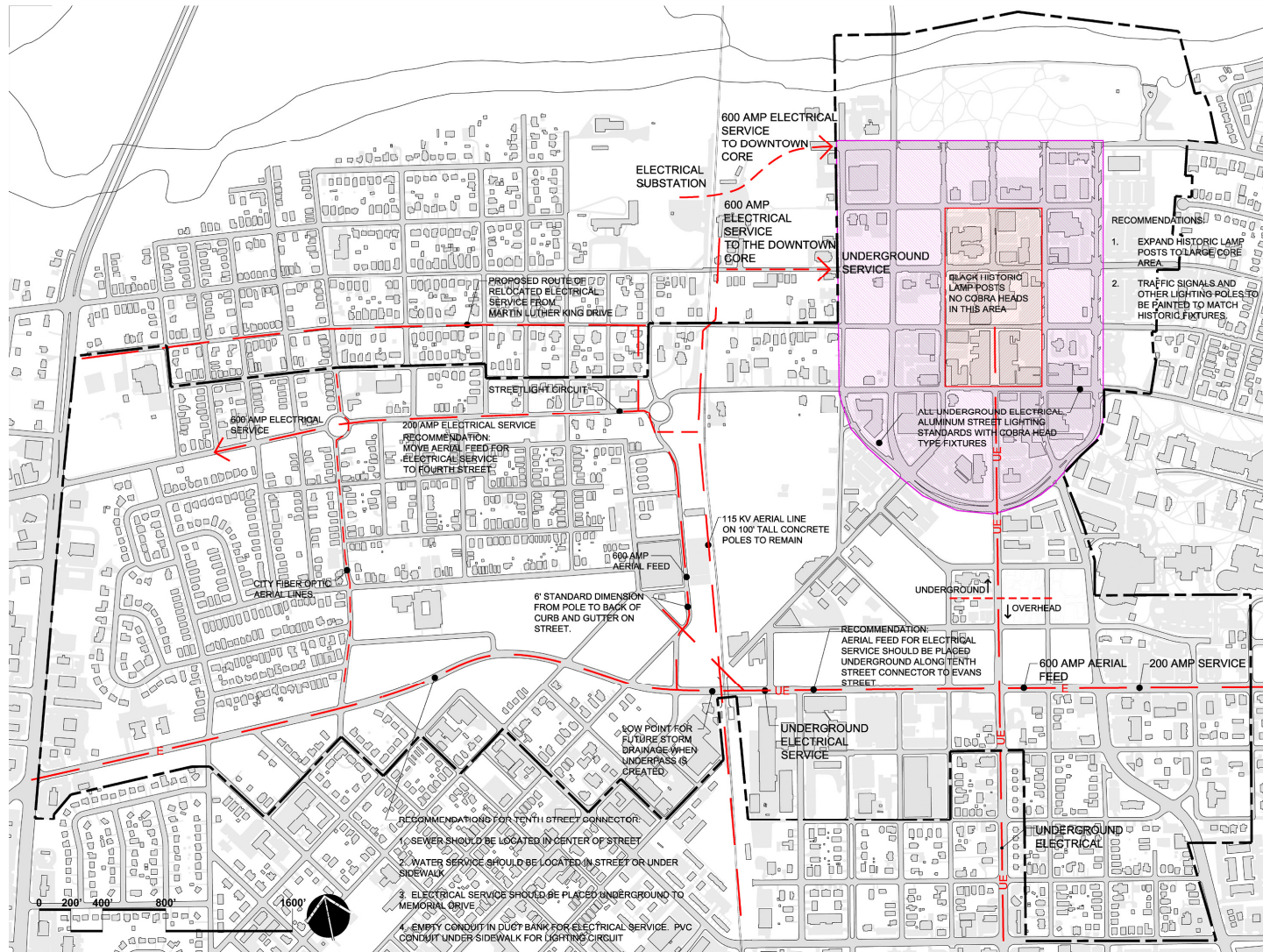
### STRENGTHS

- East Carolina University
- Pitt County Memorial Hospital
- Quality of Life  
Small Town Feel, Family Values, Low Crime Rate
- Leadership // Cooperative Spirit  
City, University, Hospital, Business Community
- Riverfront
- Shopping, Dining, Entertainment Center
- Historic Districts



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Map 1.6 Existing Utility Lines



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### WEAKNESSES

- Image of Downtown
- Lack of Corporate Base
- Lack of Downtown Retail
- Traffic Congestion
- Lack of Air Service
- Weak Schools in Some Areas

### OPPORTUNITIES

- Location in the Center of Eastern North Carolina
- Tenth Street Connector
- Town Common and Tar River Greenway
- Cooperative Spirit among Key Players  
City Council, Redevelopment Commission, Uptown Greenville,  
University Administration, Hospital & West Greenville Leaders
- School Construction Program
- University Expansion
- Hospital Expansion
- Creation of a Model Neighborhood in West Greenville

### THREATS

- Lack of Downtown Tax Base
- Lack of Trust to Invest Downtown
- Concentration of Bars

- Lack of Home Ownership in West Greenville
- Weak Middle Income Job Opportunities  
Inability to Retain Best and Brightest
- Perception of Unsafe Downtown
- Priority of State Funding

### NEIGHBORHOODS

- Define the **Neighborhoods** in West Greenville
- Provide **Economic Stimulus** and **Commercial Services**  
Library Branch, Retail Node, Professional Offices
- Increase **Home Ownership**  
Eliminate Rental Properties
- Create **Pride** and Remove the **Stigma**
- Improve the **Schools**  
Sadie Saulter and New Elementary School
- Improve **Safety and Security** of Neighborhoods  
Neighborhood Watch
- Improve **Infrastructure**  
Sidewalks, Code Enforcement, Curb and Gutter, Storm Drainage,  
Lighting, Landscaping
- Provide **New Entrance** from Tenth Street and **Define Edges**

### URBAN CORE

- Leverage **Large Attractions** to Downtown
- Create a **Mixed Use Development** with a Hotel
- Develop **New Entrance on Evans Street** with Streetscape



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- Increase **Amenities, Green Space**, Pedestrian Walkways
- Establish and Enforce **Design Guidelines**
- Create **Residential Opportunities** Downtown  
University Housing along Reade Street, Upscale Condos around the Town Common
- Create **Linkages to University and Neighborhoods**
- Develop **Parking Garages** for Key Projects
- Improve **Infrastructure**  
Crosswalks, Utilities Underground, Curb and Gutter, Lighting, Landscaping
- Develop a **Critical Mass/ Cluster Like Uses**
- Establish **Key Parcels** for Development
- Develop a **Master Plan for County Facilities**
- Develop Strong **Recruitment and Retention Program**  
For Downtown Merchants
- **Focus Development** on Evans Street in Retail Core
- **Cluster Night Time Activities** into an Entertainment District
- Develop “**Golden Handcuffs**” (Financial Incentives) for Office Users
- Implement **Financial Incentives** for Downtown Investment

### UNIVERSITY

- Develop **New Entrance** along Tenth Street
- Use Expansion to **Leverage Private Development** in Downtown
- Define **Edges of Campus** on Tenth Street  
Purchase Non-University Uses
- Create **Linkages to Downtown**
- Monitor **Late Night Student Activities**
- Improve **Security** of Downtown
- Develop **Student Housing** along Reade Street
- Plan **Campus Expansion** towards Evans Street

### HOSPITAL

- Create **Grade Separation for Railroad** on Tenth Street
- Create **Linkages to University and Downtown**
- Develop Common **Design Guidelines** with the City